

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
April 22, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, V.P.	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Greg Angelo	METRO
	Aziz Banayan	Algert Co., Inc.
	Chris Bonbright	Whitley Court Partners
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Don Mushin	Hollywood Toyota
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
Directors Absent	Jeff Cohen	Gatehouse Capital
	Adrian Jones	Madame Tussaud's
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	David Green	Nederlander Organization - (Ex-officio Member)
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Steve Seyler	Andrews International
	Bill Farrar	Andrews International
Guests	Mitch O'Farrell	Council District 13
	Shawn Pruitt	PATH

	Fabio Vasco	GTL
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I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:04 p.m.

II. Public Comment

Shawn Pruitt discussed the Job Finder program at PATH with the board. The program trains formerly homeless individuals in various areas of business. Recently, clients have begun training in property management. Pruitt asked that any property owners who are in need of property managers please contact the center. Additionally, if board members are interested, the center currently has employees available for other job fields as well.

III. Approval of Minutes

It was moved by John Tronson, seconded by Jose Malagon and CARRIED to approve the minutes from the board's March 18, 2010 meeting. Unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report for March 31, 2010: Frank Stephan reviewed the various operating accounts and budget with the board. Stephan said if expenditures continue as scheduled the board is slated to end the year with an amount of \$288,799.37 in the bank.

It was moved by Jose Malagon, seconded by Tej Sundher and CARRIED to approve the Treasurer's Report from March 31, 2010. Unanimously approved.

B. Consider CPI Adjustment to 2010-2011 Assessments: Morrison reported that the cost of living for the last year had risen slightly, 1.324%. Last year the board chose not to raise assessments as the CPI did not increase. A discussion ensued and the board felt it was a good idea to increase this year's assessments to be in line with CPI, rather than having to enact a larger increase next year.

It was moved by Chris Bonbright, seconded by Tej Sundher and CARRIED to approve the CPI adjustment increase of 1.3% to the 2010-2011 Hollywood Entertainment District BID assessments. Unanimously approved.

C. Financial Review: Fabio Vasco covered the financials, and his findings, with the board from the financial review he conducted last week. The review is a required part of the BID's contract with the City.

It was moved by Jose Malagon, seconded by Monica Yamada and CARRIED to approve the Financial Review from 2009. Unanimously approved.

V. Committee/Activity Reports

A. Streetscape Committee

1. Sidewalk Issues

a. Side and Back Streets Project: Sarah MacPherson informed the board that she had received four responses to the RFP for the side/back streets tree planting project. The goal is to have a vendor selected in the next months who will begin construction by the end

of May. Additionally, tree trimming of trees located in zone 1 has begun and should be completed by Friday, April 30.

b. Walk of Fame Repairs: MacPherson also recently attended a meeting regarding repairs to the Walk of Fame. It was announced at the meeting that the first section of the Walk of Fame to be repaired will be the stretch on the east side of Vine Street, between Sunset Boulevard and Selma Avenue. The Chamber hopes to start construction by this summer.

2. Status of Wrought-Iron Bench Installations: Joe Mariani reported that the staff is still in the process of trying to obtain the proper permit to begin the installation process. Mariani is awaiting two quotes from potential installation vendors. If the final permit is obtained in the next week the staff hopes to begin the installation process sometime in mid May.

3. Block by Block Meeting:

a. Report from Mid-Boulevard Meeting 3-26-2010: In keeping with the Board's retreat objectives the staff recently met with several property owners from the mid-block area to discuss potential façade improvements, with the help of the CRA, to the businesses there. Smith said he felt the meeting went well, with a decent showing of various property owners in attendance.

b. CRA Façade Improvement Grant Program: Neelura Bell reported that the façade improvement grant is still in the development phase. Bell mentioned that the CRA is hoping to set aside \$1 to \$1.5 million for the project this year. The program would work on a matching basis with owners who are interested in it. Chris Bonbright asked if the CRA would consider also making the grant available to vacant buildings, while holding owners accountable for leasing the revamped spaces after improvements are finished.

4. Urban Design Guidelines: MacPherson informed the board that the Urban Design Guidelines have been released from the CRA. Now is the time for board members who have comments on the guidelines to submit them to the CRA. A formal presentation on the guidelines will occur in May.

B. Marketing Committee

1. Demographic Research Project Progress Report: Chris Bonbright reported that the research project is underway, with 400 phone surveys conducted thus far. Research teams are presently out on the boulevard conducting visitors' surveys as well. Bonbright reviewed some of the initial findings with the board.

2. Hail-A-Taxi Program Update: Morrison informed the board that Council President Eric Garcetti will be making a motion in council to make the hail-a-taxi program a permanent fixture in Los Angeles.

3. 2010-2011 Visitors Guide Update: Marketing packets for this year's visitor's guide are in the process of being prepared. Sales for the map are scheduled to begin this summer.

4. Update on Walk of Fame 50th Anniversary Community Festival: Morrison informed the board that the Chamber's committee is meeting weekly to prepare for the community festival which is scheduled to take place on July 25, 2010.

5. "Mayor of Hollywood" Reality Show Pitch Update: Morrison said that the idea seems to have stalled as no word has been received from the gentleman who had originally proposed it to the committee.

C. Security Committee

1. Committee Update: John Tronson reported on the committee's last meeting. Tronson said that Andrews and the LAPD continue to do a great job of keeping crime down in the area. Tronson said that a discussion did ensue during the meeting regarding trying to secure the public restrooms in the Metro Plaza at the W Hotel.

2. Hollywood Safe Sidewalks Effort: Mitch O'Farrell gave an update on the first task force meeting which occurred a few weeks ago. The task force is made up of various property and business owners from the stretch of Hollywood Boulevard between Orange and Highland Avenues. Committee members also include representatives from the LA City Attorney's office and Los Angeles Health Department. The group is collectively looking at all activities that occur on the sidewalk. The task force will continue to meet monthly on the first Wednesday of the month.

3. Hollywood Homeless Registry Week: Morrison informed the board that Hollywood 4WRD, in cooperation with Common Ground, will be conducting a survey of Hollywood's homeless population on Monday, April 26 – Wednesday, April 28 to find and determine which individual living on the streets of Hollywood are the most vulnerable. The hope of the project is to place the 10 most vulnerable individuals in supportive housing. Board members were encouraged to volunteer or attend the Community Brief Back, to hear the findings from the surveys conducted on April 30, 2010.

VI. Old Business

None

VII. New Business

None

VIII. Report from Executive Director

A. Update on Office Move: Morrison reported that the move is going forward. The staff is hoping to be moved into their new offices by mid-July. Morrison did ask M+S management if it was possible to obtain an 8 year lease, to coincide with the BID's expiration, but the request was denied. However, the 5 year lease was accepted with the terms laid out to the board during last month's meeting.

B. Set Date for Annual All Property Owners Meeting: Morrison asked the board for ideas on the potential date and location for this year's all property owners meeting. Morrison asked that the board email her any suggestions they may have.

IX. Next Meeting

The next meeting is scheduled for May 20, 2010 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:32 p.m.